

# WHITE PAPER

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PornRocket

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## 01. Introduction

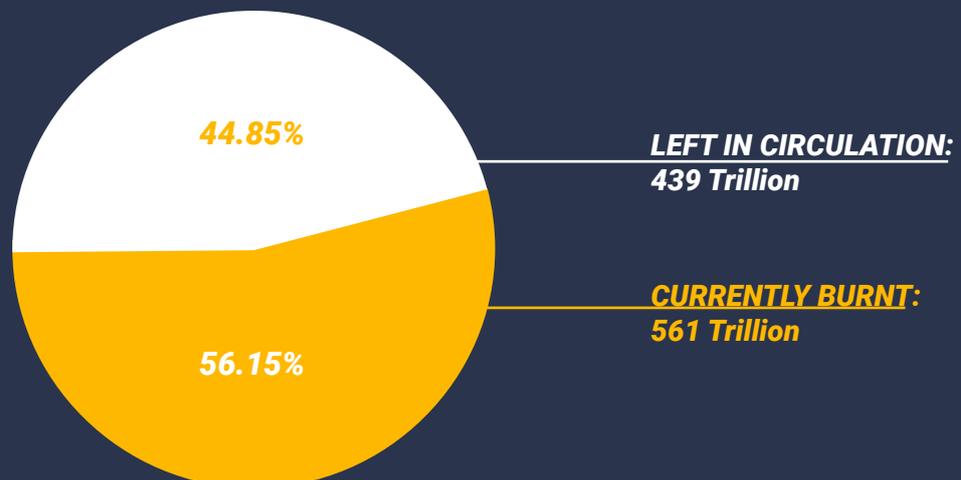
PornRocket is a block chain-based ecosystem disrupting the adult-entertainment industry and aims to become the polestar for adult content globally.

PornRocket democratizes the delivery of adult content: it envisions zero-fee copyright protection for creators of content, along with safety and anonymity for users.



## 02. What makes PornRocket unique?

- Given the sensitive nature of the adult industry, PornRocket proposes a unique hybrid model: a decentralized block chain technical solution combined with institutional safeguards that guarantee copyrights for creators, data safety for users and compliance with regulatory requirements.
- Our goal is to revolutionize the way that adult content is marketed and consumed, in-line with the ongoing disruptive innovation in sectors such as retail banking, film streaming and the hospitality sector. Leveraging on an innovative block chain solution, we aim to:
  1. *Abolish hefty fees currently charged by the oligopoly of institutional players (PornHub, OnlyFans)*
  2. *Provide effective copyright protection for content creators*
  3. *Address privacy concerns of users and provide access to adult content from all around the world more freely with the advantage of anonymity*



## 03. Industry Overview

### History

Pornography has existed throughout time ranging from ancient Mesopotamia's glyptic art depicting sexual intercourse to the ceramics created by ancient Greeks. Until the mid-19th century, erotic depictions generally consisted of paintings, drawings and engravings. With the creation of photography in 1839 when Louis Daguerre presented the first practical process, professional pornography began to emerge as an industry with powerful economic forces as tailwinds.

### Consumer

Numerous studies suggest different motives behind porn consumption. Most notably, studies report that sexual arousal, boredom and higher levels of psychological distress are linked to greater consumption of pornographic films. Today, it is estimated that 46%-74% of men and 16%-41% of women are active users. In its annual 2019 review, Pornhub reported over 39 billion searches and 42 billion visits. 80% of the traffic comes from smartphones.

### Market Size

Today, while difficult to define what counts as "adult content" and thus quantify, various outlets estimate the US revenue from adult entertainment at between \$9 billion and \$96 billion (*The Guardian, 2018*). CNBC estimates the US porn industry at \$13 billion, with \$3,075 being spent on porn every second and a new porn video being produced every 39 minutes.

In her thesis *Pornland*, the anti-porn activist Gail Dines valued the global porn industry at \$96 billion in 2006 while noting that 'finding reliable data on the industry is almost impossible so you have to assume that the statistics are approximate at best.'<sup>1</sup> For comparison, Hollywood as a whole generated \$11.1bn in 2018, while Viacom recorded \$13.1bn. Globally, Absolute Market Insights valued the online Porn market at \$35.17 billion in 2019, with forecasts to grow by 15% CAGR over the following years.

### Main Players

Some of the biggest players include Hammy Media Limited, Larry Flynt Publications, MindGeek, Private Media Group, Vivid Entertainment, and WGCZ Holdings. The largest player in the sector is the privately held MindGeek based in Canada. The company operates some of the most popular pornographic video sharing websites, including Pornhub with some 28.5 billion visitors and over 4 million videos uploaded in 2017<sup>2</sup>. Websites like Pornhub have created a whole ecosystem where content producers can interact virtually with consumers through online chats and streaming. In addition, MindGeek owns numerous adult film production companies such as Brazzers, Digital Playground, Men.com and many other.

<sup>1</sup> Gail Dines, *Pornland: How Porn Has Hijacked Our Sexuality*

<sup>2</sup> <https://www.pornhub.com/insights/2017-year-in-review>

It has come under scrutiny on a number of occasions due to its monopolistic like position, stemming from the fact that it owns 3 out of the 10 most popular pornographic websites.

	COMPANY	REVENUE
MAIN PLAYERS	<i>MindGeek</i>	\$460M
	<i>Private Media Group</i>	\$8M
	<i>Larry Flynt Publications</i>	\$400M
	<i>OnlyFans</i>	\$390M
	<i>PBLY Inc.</i>	\$148M
	<i>Just for Fans</i>	n/a
	<i>AVN Stars</i>	n/a
	<i>Unlockd</i>	n/a
	<i>AdultNode</i>	n/a

## 04. Industry Challenges

- Growth restricted by access to payment processing solutions

The majority of the financial institutions, including the major payment processing companies have outright refused to deal with businesses that service the adult industry. A recent example is VISA and Mastercard's decision to ban their clients from making purchases on PornHub due to allegations of featuring videos of child abuse (*The New York Times*, 2020). Payment gateway companies typically hide behind such assertions to avoid servicing the industry due to perceived reputational risk. In reality, such risks could easily be mitigated with identity solutions.

- The adult industry is fragmented

The industry in its current form is unable to sustain economic viability as a result of increasing regulation (such as age verification in the UK) and the recurring costs of missed revenue from false negatives around payments arising from the fact that identity validation and risk assessment are carried out by hundreds of companies across the ecosystem.

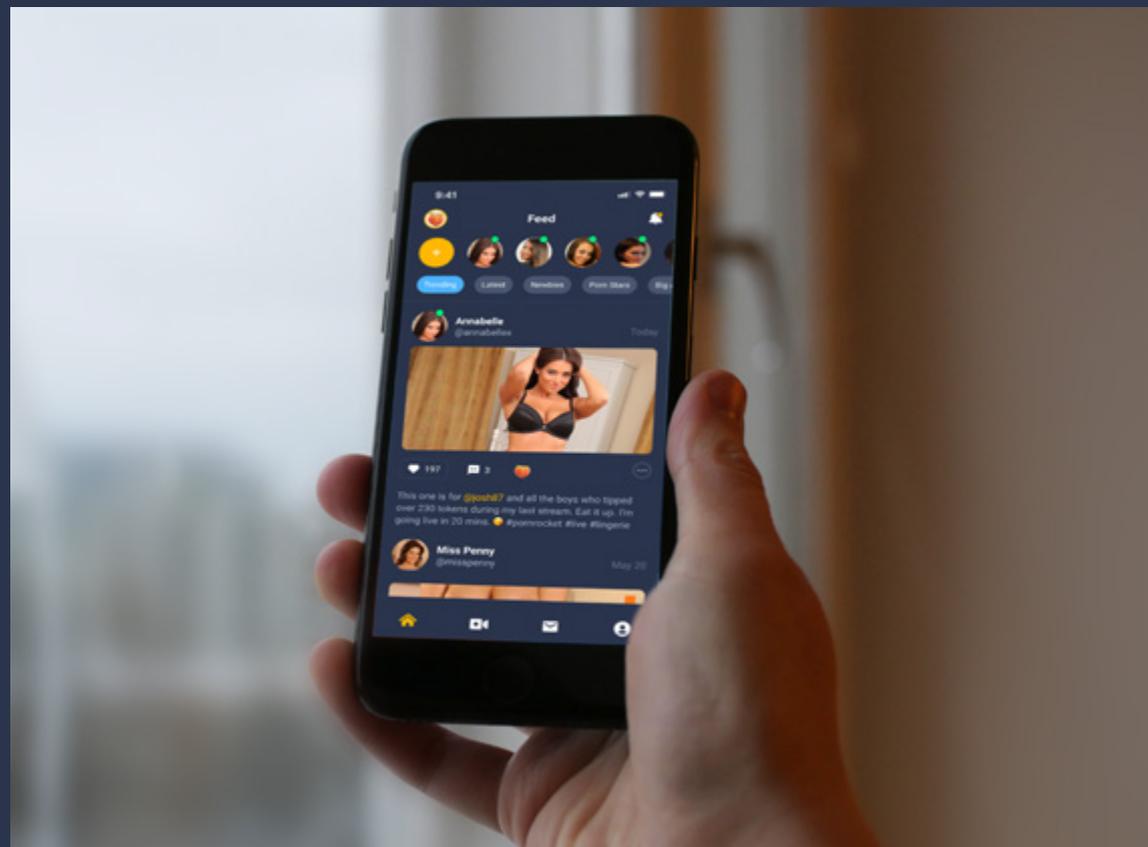
- Difficult to balance trust with anonymity

The adult industry relies heavily upon trust between service providers and customers. In the absence of trust, content creators are forced to take additional security measures, which increase costs and/or result in forgone revenue. On the other hand, clients do not want to share their personal information or payment details, which could easily expose them.

## PornRocket Exchange:

### 05. A middle-man free model for adult content creators & influencers

- Banks and credit card companies consider adult content a high-risk sector, rife with disputed transactions; as a result, creators pay considerably more in fees to process payments than most industries. Adult content creators are further unreasonably stigmatized by popular crowdfunding sites such as GoFundMe.
- In the PornRocket ecosystem, content creators can generate income streams avoiding hefty fees currently charged by platforms such as OnlyFans/PornHub, with pornographic content shared directly between performers and consumers.
- Our comparative research suggests that we can decrease relevant costs for content creators/influencers by more than 95%.
- Provision of flexible pricing: content creators have the freedom and flexibility to decide how much they want to charge. Additionally, our block chain based solution ensures that content cannot be copied, stolen or reproduced in other websites, offering unique ownership over adult material.



## 06. Introducing the new era of safety & anonymity for users

- Visible and traceable credit card transactions leave users vulnerable. Our vision is that the safety and anonymity provided by the PornRocket ecosystem will shift consumers from streaming free porn to purchasing high quality content.
- Our business strategy is facilitated by the state-of-the-art PornRocket Exchange: users can safely buy PornRocket tokens with fiat through the exchange, offering quick and seamless access to adult material. Additionally, PornRocket users can benefit from a signature reward-based system: the more you play, the more you'll benefit from free content and receive VIP treatment.
- A major drawback of traditional X-rated subscription platforms is the lack of privacy. PornRocket users will no longer need to keep their files stored on their personal devices, keeping their downloaded material private. This is where the block chain based aspect of this platform truly revolutionizes how content is distributed and stored.

## 07. Unique Content filters & Compliance controls

- In stark contrast with other block chain projects associated with the adult industry, the PornRocket team has been cooperating with world-leading legal, compliance, accounting and consulting firms to map its institutional and corporate strategy.
- The PornRocket team works with utmost commitment to the highest global regulatory standards in relation to DLT (Distributed Ledger Technology) and the adult industry. The PornRocket ecosystem will integrate robust KYC (Know Your Customer) and AML (Anti-Money Laundering) checks for its content providers, along with cutting-edge filter software that prohibits the dissemination of illegal content.



## 08. PornRocket ecosystem as global social project

- PornRocket is supported by an international, diverse, multidisciplinary team of software engineers, private equity professionals and legal executives.
- Our goal is to liberate the consumption of adult content around the globe. We firmly believe in freedom of sexual expression, sexual diversity, empowerment of vulnerable groups and protection against sexual harassment.
- Our mission particularly encourages input and feedback from community members contributing to the prevention of harm to workers in the adult industry.

## 09. PornRocket tokenomics

- The PornRocket ecosystem is empowered by the \$PORNROCKET currency, allowing fans to access their favorite content.
- The \$PORNROCKET follows a deflationary token model, ensuring a community driven token with generous yields, rewarding long term holders.
- After launch, an initial burn of 500 Trillion \$PORNROCKET tokens was completed - 50% of the total supply.
- With our 5% redistribution scheme, proceeds are split fairly between token holders, allowing everyone to earn passive income.
- The \$PORNROCKET currency will be traded in major exchanges, providing easy convertibility to bitcoin via mainstream wallets, within a user-friendly environment.
- We envision the \$PORNROCKET currency as the bridge currency of the adult entertainment business.
- It will provide direct synergies for users of the PornRocket ecosystem with sex toy stores, adult venues and clubs and other adult web pages, becoming the reference currency for the adult industry.



Fair Launch



5% - Redistribution



50% Initial Burn



5% - Auto Liquidity

	NUMBER	SHORTHAND
Total Supply:	1,000,000,000,000,000	1 QUADRILLION
Initially Burnt:	500,000,000,000,000	500 TRILLION
Marketing Wallet:	30,000,000,000,000	30 TRILLION

## 10. PornRocket – Getting ready to launch

Our core vision and strategy is the creation of an infrastructure that will provide an alternative channel for the provision and consumption of adult content. The PornRocket team has prepared a comprehensive long-term plan, ensuring product quality and security.

### Stage 1 (Underway)

- Brand conceptualization of the PornRocket ecosystem: spread PornRocket awareness around the world.
- The PornRocket team is currently in the process of fine-tuning the layout, user interface, functionality and UX features of the signature PornRocket Exchange.

### Stage 2 (Q3 2021)

- Garner a critical mass of partnerships (actors, influencers, amateur producers) for functional growth, utility, and legitimization.
- Global signature marketing events: our marketing team organizes exclusive invitation events with the biggest professionals of the adult industry.
- The PornRocket Web App will be the holistic digital solution that will encompass all aspects of the PornRocket ecosystem: an innovative, user-friendly Web app supporting instant micro payments, trade for goods, and experiencing safely adult entertainment of all flavours.

### Stage 3 (Q4 2021)

- Introduction of the NFT PornPad: a unique solution through which creators auction off their custom to unique NFTs to the highest bidder, allowing them to earn additional revenues for their content.

